



AOT in Action

TOURISM WORKS FOR ARIZONA!

Welcome to AOT in Action, your weekly e-newsletter from the Arizona Office of Tourism (AOT).

A Message from the Director:

Good morning.

Super Bowl XLII is just a few weeks away and we're kicking off three weeks of great events! This week, AOT is cosponsoring the 2008 Arizona Indian Festival, January 18 -20, at Steele Indian School Park, as part of a series of Super Bowl celebrations. We are extremely proud to be part of the magnificent three-day event. This is a wonderful opportunity for you to join us in experiencing and celebrating the diversity of the 22 Native American tribes located throughout Arizona. Through this event, you can explore traditional villages, view genuine Native American arts and crafts and enjoy authentic Native American food and music. For more information, visit www.azindiantourism.com.

Have a great week.

Margie A. Emmermann
Director
Arizona Office of Tourism

AOT News Flash

AOT Presents the ATU Workshop, "Strategies for Successful Destination Marketing"

The Arizona Office of Tourism is proud to present the next Arizona Tourism University workshop series, "Successful Strategies for Destination Marketing." These sessions will focus on how to build effective marketing and communication plans. Results-driven communications are critical in today's world for selling ideas, creating marketing campaigns, or competing for funds and resources. This presentation will provide insight into future trends for marketing and communications, and offer examples of ways to increase the attention your marketing and communication plans get. Times and locations are listed below. To register for a workshop please contact Sarah Martins at 602-364-3687 or via e-mail at smartins@azot.gov.

January 16, 2008

10:00 a.m. – 12:00 p.m.

Little America Hotel

2515 East Butler Avenue

Flagstaff, Arizona 86004

January 23, 2008

10:00 a.m. – 12:00 p.m.

JW Marriott Starr Pass Resort & Spa

3800 West Starr Pass Boulevard

Tucson, Arizona 85745

SAVE the DATE: 4th Annual Arizona Tourism Unity Dinner

The Arizona Tourism Alliance will host the 4th Annual Arizona Tourism Unity dinner on Thursday, March 6, 2008 at the Arizona Biltmore Resort & Spa. This is an elegant evening that brings together both public and private sector organizations statewide to celebrate unity within the tourism industry. This is also an opportunity to honor organizations or individuals for their extraordinary support and service to Arizona's travel and tourism industry. This year, the event will honor *Arizona Highways Magazine*. A reception and silent auction will start at 5:30 p.m. followed by dinner and the program at 7:00 p.m. Mark your calendars and be part of this celebration of Arizona's dynamic tourism industry. For information, visit www.aztourismalliance.org. For information on sponsorship opportunities and donating a silent auction item, contact Lauri Klefos at 602-452-2906 or via e-mail at lklefos@aztourismalliance.org.

Trippin' with AOT

Sales Mission to Germany

Germany is one of Arizona's key international markets. To further increase awareness of Arizona in this important market, AOT will coordinate a sales mission to Germany in April 2008 and would like to invite you to participate. The five day sales mission will begin in Frankfurt and continue to Cologne, Düsseldorf, Hannover and Hamburg. The itinerary will include product trainings at key tour operators and sponsored social events for area travel agents. The mission will be an excellent opportunity to promote Arizona as a destination to a large target audience in a controlled environment. For additional information and to obtain a participation form, contact Loretta Belonio on (602)364-3725 or via e-mail at lbelonio@azot.gov.

AOT hosts Hockey Night in Canada

AOT's Media Relations and Travel Industry Marketing divisions recently hosted "Arizona Hockey Night" in Calgary, Alberta in which 40 member of the travel media and trade industry gathered together for an evening of fun, food and hockey. AOT has had trade and media relations representation in Canada since 1995, and has worked diligently to increase awareness of and visitation to Arizona from this valuable market. The travel trade and travel writers have been extremely receptive to these efforts, thereby making Canada one of Arizona's top international markets. This event, which was also attended by the Phoenix, Tucson and Scottsdale CVBs was a way to say "thank you" for all of the travel trade and writers support as well as to give them the opportunity to learn more about Arizona by giving them a ticket to the hottest game in town – the Calgary Flames vs. the Phoenix Coyotes. The event was a resounding success enhanced only by Phoenix Coyotes 3-1 defeat over the Calgary Flames.

Industry News

Feds Issue Passport Reminder

The Departments of State and Homeland Security have issued a statement reminding travelers that as of Jan. 31, 2008 U.S. citizens will be required to present proof of citizenship when arriving at borders and seaports of entry. According to the statement, travelers will need a birth or naturalization certificate to prove citizenship and government-issued photo ID such as a driver's license to prove identity. Currently, U.S. Customs and Border Protection officers generally accept oral declarations of citizenship from U.S. citizenship seeking entry into the United States through land border or seaports of entry. Initially, Homeland Security planned to require passports at land and seaports of entry, but that plan has been delayed. Passports are already required of U.S. travelers who arrive at airports. (*Page 3B, Miami Herald*)

Arizona to Introduce Passenger Rights Legislation

Legislators in Rhode Island and Arizona plan to introduce passenger rights legislation modeled on the New York law that just survived a federal court challenge by the airline industry, even as the industry appeals the judge's decision. The New York law, which took effect Jan. 1, requires airlines to provide "adequate" food and water as well as fresh air and lighting to passengers who are stuck on the ground onboard a departing aircraft for more than three hours.

(www.TravelWeekly.com)

PASS Card to be available in February

The Department of State has announced that it will issue the Passport Cards (PASS Cards) beginning February 1, 2008. This is a Western Hemisphere Travel Initiative (WHTI) compliant document that is designed for U.S. citizens who frequently cross the border via land and sea ports of entry in the United States, Mexico, Canada, and the Caribbean. Arizona is also working on having a WHTI compliant enhanced driver's license available by September 2008. Last month, Governor Janet Napolitano, a great proponent of the tourism industry, and U.S. Homeland Security Secretary Michael Chertoff signed a Memorandum of Agreement to move forward with the development of Arizona's 3-in-1 enhanced driver's license, another great alternative for travelers to cross land and sea ports of entry in the United States, Mexico, Canada and the Caribbean. Napolitano has consistently supported the U.S. government's need to increase security at ports of entry and has advocated for the technology to do so, while promoting the facilitation of travel and trade to and from the United States.

The WHTI requires all adult travelers to present proof of citizenship, such as a birth certificate, and proof of identity, such as a driver's license, when entering the United States through air, land

and sea ports of entry. In January 1, 2007, the first phase of the WHTI was implemented for air travel only. The full implementation of the initiative, which includes land and sea border crossings, could happen anytime between January 2008 through June of 2009.

The PASS Card is not designed to be a global interoperable travel document and cannot be used for air travel. The card will use vicinity Radio Frequency Identification (RFI) technology that will contain one item of information, a unique identifying number, which according to the Department of State “has meaning only inside the secure U.S. Customs and Border Protection (CBP) computer system.”

The application fee for the PASS Card for an adult is \$45; for children aged 16 and under, the fee is \$35. The PASS Card will last for 10 years for adults and five years for children under 16. The renewal fee for an adult is \$20 and for a child under 16 years is \$10. For more information, visit www.state.gov. The AZ enhanced driver’s license will cost \$15, plus a \$4 driver’s license duplication fee.

TIA Presses to Insert Travel Issues into Presidential Debates

The presidential debates so far have addressed topics ranging from the war in Iraq to health care. But, if the Travel Industry Association has its way, the next one will include issues important to travelers. TIA officials were reported to be on their way Tuesday to Myrtle Beach, S.C., where the candidates for the Republican nomination are slated to debate next Thursday live on Fox News Channel. TIA said it intends to meet with local media, as well as Fox News representatives, in an effort to insert questions important to travelers into the presidential debate. TIA has also bought space to put up a billboard proclaiming "South Carolina Wants a President Who Will Stand Up for Travel" near where the debate will be held. TIA also sent the candidates and the media the results of a recent survey it commissioned that indicated that travel-related issues resonate with voters in South Carolina and Florida, which will be holding its presidential primary in a few weeks. (www.TravelWeekly.com, 1/8)